

THE MONTH'S VIEWING IN SUMMARY

Period

5 w/e 3 June 1990

Produced for BARB by AGB

**HOURS OF DAILY VIEWING AND SHARE OF TOTAL
VIEWING OF INDIVIDUALS**

Channel	Average Daily Viewing per Head		Share of Total Viewing	
	MAY	(APRIL)	MAY	(APR)
	Hrs : Mins	(Hrs : Mins)	%	(%)
ALL TV	3 : 02	(3 : 32)	100.0	(100.0)
BBC1 (incl. Brkfst Time)	1 : 08	(1 : 18)	37.1	(36.8)
BBC2	0 : 15	(0 : 27)	8.4	(12.9)
TOTAL BBC	1 : 23	(1 : 45)	45.5	(49.7)
ITV (incl. TV-am)	1 : 23	(1 : 29)	45.3	(41.9)
CHANNEL 4 / S4C	0 : 17	(0 : 18)	9.2	(8.4)
TOTAL ITV	1 : 39	(1 : 47)	54.5	(50.3)

Definitions

- (i) Average Daily Viewing per Head — the number of hrs:mins spent by individuals viewing each channel as a daily average over the population.
- (ii) Share of Total Viewing — the percentage of total TV viewing time accounted for by each channel is the viewing times in (i) above percentaged on the total.

The population in each case is all individuals aged four and over in UK private households containing a TV set in working order.

Share of Total Viewing by ITV Region

	ITV		CHANNEL 4 / S4C		BBC1		BBC2	
	MAY	(APR)	MAY	(APR)	MAY	(APR)	MAY	(APR)
	%	(%)	%	(%)	%	(%)	%	(%)
LONDON	43.1	(40.5)	9.6	(8.8)	38.4	(37.9)	8.8	(12.8)
MIDLANDS (E & W)	48.5	(45.5)	7.8	(7.0)	36.6	(36.0)	7.1	(11.6)
NORTH WEST	46.7	(43.1)	8.4	(8.6)	37.4	(36.6)	7.5	(11.8)
YORKSHIRE	47.4	(43.1)	9.0	(8.1)	35.5	(35.6)	8.0	(13.2)
C. SCOTLAND	46.4	(41.2)	10.7	(9.6)	35.2	(33.9)	7.6	(15.3)
WALES & WEST	47.5	(44.5)	7.2	(6.8)	37.5	(37.2)	7.8	(11.4)
SOUTH & S. EAST	44.8	(40.3)	7.7	(7.5)	38.5	(39.0)	8.9	(13.2)
NORTH EAST	46.6	(41.0)	9.8	(8.6)	35.6	(36.9)	7.9	(13.4)
EAST OF ENGLAND	46.3	(43.7)	8.2	(7.2)	37.3	(37.1)	8.2	(11.9)
SOUTH WEST	42.3	(38.4)	8.7	(7.7)	41.1	(41.0)	8.0	(12.9)
ULSTER	49.0	(44.4)	9.8	(9.3)	33.2	(33.0)	8.0	(13.3)
BORDER	47.4	(43.2)	9.3	(8.3)	35.4	(35.8)	8.0	(12.8)
N. SCOTLAND	46.6	(42.3)	8.9	(7.4)	37.1	(37.2)	7.4	(13.2)
NETWORK	45.3	(41.9)	9.2	(8.4)	37.1	(36.8)	8.4	(12.9)

- N.B. 1. The Network Share figures are based on all BBC viewing and all ITV viewing in the U.K. For an individual ITV region, however, the share of audience is based upon viewing to the individual ITV Channel and to the BBC regional transmitter(s) covering that ITV region.
2. The figures in brackets refer to the previous month.

TOP 50 PROGRAMMES

25/6/90

	Programme Title	Day & Date	Originating Programme Company	Individuals Viewing (millions)
1	Coronation Street	Wed 9 May/Sat 12 May	Granada	18.71
2	Coronation Street	Fri 11 May/Sat 12 May	Granada	18.23
3	Coronation Street	Fri 1 June/Sat 2 June	Granada	18.18
4	Coronation Street	Wed 16 May/Sat 19 May	Granada	17.46
5	Coronation Street	Fri 18 May/Sat 19 May	Granada	17.00
6	Eastenders	Thu 31 May/Sun 3 June	BBC1	16.78
7	Coronation Street	Mon 14 May/Wed 16 May	Granada	16.76
8	Neighbours (1330/1736)	Fri 1 June	BBC1	16.73
9	Coronation Street	Wed 30 May/Sat 2 June	Granada	16.68
10	Coronation Street	Mon 7 May/Wed 9 May	Granada	16.57
11	Neighbours (1330/1736)	Thu 10 May	BBC1	16.50
12	Coronation Street	Mon 21 May/Wed 23 May	Granada	16.39
13	Coronation Street	Wed 23 May/Sat 26 May	Granada	16.24
14	Coronation Street	Wed 2 May/Sat 5 May	Granada	16.09
15	Eastenders	Thu 10 May/Sun 13 May	BBC1	15.96
16	Coronation Street	Fri 25 May/Sat 26 May	Granada	15.90
17	Eastenders	Tue 29 May/Sun 3 June	BBC1	15.84
18	Neighbours (1332/1736)	Tue 15 May	BBC1	15.82
19=	Neighbours (1333/1736)	Wed 9 May	BBC1	15.80
19=	Neighbours (1332/1736)	Tue 29 May	BBC1	15.80
21=	Neighbours (1332/1736)	Tue 8 May	BBC1	15.59
21=	Neighbours (1330/1736)	Mon 21 May	BBC1	15.59
23	Neighbours (1333/1736)	Wed 16 May	BBC1	15.56
24	Neighbours (1333/1736)	Wed 30 May	BBC1	15.52
25	Coronation Street	Fri 4 May/Sat 5 May	Granada	15.49
26	Neighbours (1330/1736)	Mon 14 May	BBC1	15.46
27	Neighbours (1330/1736)	Fri 11 May	BBC1	15.43
28	Neighbours (1330/1736)	Thu 17 May	BBC1	15.31
29	Neighbours (1333/1736)	Wed 23 May	BBC1	15.23
30	Neighbours (1330/1736)	Fri 18 May	BBC1	15.22
31	Neighbours (1330/1736)	Thu 24 May	BBC1	15.19
32	Coronation Street	Mon 30 April/Wed 2 May	Granada	15.05
33	Eastenders	Tue 15 May/Sun 20 May	BBC1	14.92
34	Neighbours (1332/1736)	Tue 22 May	BBC1	14.81
35	Neighbours (1330/1736)	Thu 31 May	BBC1	14.76
36	Neighbours (1330/1736)	Mon 30 April	BBC1	14.49
37	Eastenders	Tue 8 May/Sun 13 May	BBC1	14.44
38	Neighbours (1330/1736)	Fri 25 May	BBC1	14.20
39	Neighbours (1330/1736)	Thu 3 May	BBC1	14.01
40	This Is Your Life	Mon 7 May	Thames	13.99
41	Neighbours (1333/1736)	Wed 2 May	BBC1	13.96
42	Neighbours (1332/1736)	Tue 1 May	BBC1	13.91
43	F A Cup Final '90	Thu 17 May	BBC1	13.90
44	Neighbours (1330/1736)	Fri 4 May	BBC1	13.70
45	Eastenders	Tue 1 May/Sun 6 May	BBC1	13.63
46	Eastenders	Thu 3 May/Sun 6 May	BBC1	13.48
47	Neighbours (1330/1736)	Mon 7 May	BBC1	13.33
48	Eastenders	Thu 24 May/Sun 27 May	BBC1	13.18
49	Eastenders	Thu 17 May/Sun 20 May	BBC1	12.75
50	Strike It Lucky	Mon 7 May	Thames	12.54

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